Orders Order / Rev: 104084 06831655 Alt Order #: Product Desc: Crossroads GPS Estimate: KSNV 732 07/30/12 - 08/06/12 Flight Dates: Primary AE: Amy McCreary Original Date / Rev: 07/06/12 / 08/03/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Agency Name: Crossroads Media, LLC **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 66 Canal Center Plaza Billing Cycle: EOM/EOC Alexandria, VA 22314 Agency Commission: 15% Crossroads GPS Advertiser Name: Demographic: A35+ New Business Thru: Product Codes: PLI2,PLC01-Democrat Order Separation: 00:15:00 Priority: SELECT PRIORITY CODE Advertiser External ID:

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Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/03/12		\$84,975,00	\$72,228,75

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	86	\$84,975.00	\$72,228.75	0.00
Totals	86	\$84,975.00	\$72,228.75	0.00

\$72,228.75

Agency External ID:

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

POLITICAL/AGY, PISSUE, GEN

Order Share	Share	Total
KSNV	32%	\$84,975.00
Market	100%	\$265,546.88

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	20%	\$53,109.38
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	30%	\$79,664.06
KTUD	0%	\$0.00
KVVU	17%	\$45,142.97
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	1%	\$2,655.47

	n Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
Е	2 KSNV	07/30/12	07/30/12	Wake Up Early v	v/Wagn@M	430a-5a	M	:30	2	\$150,002	0.00 NM	2	\$300.00
				Wake Up Early \	Wagners								
	WAKE (JP EARLY	W/THE V	VAGNERS							-		
	Sta.	rt Date <u>I</u>	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	Week: 07/	30/12 (08/05/12	M	2	\$150.00	0.00						

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KSNV

Order / Rev:

104084

Advertiser:

Crossroads GPS

Alt Order #: ..

06831655

Product Desc:

Crossroads GPS

Flight Dates:

07/30/12 - 08/06/12

Estimate:

732

Ιn Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount 07/30/12 07/30/12 Wake Up Early w/ Wagn@M M∽ 430a-5a :30 \$150.002 0.00 NM \$300.00 Wake Up Early Wagners WAKE UP EARLY W/THE WAGNERS Rating Start Date End Date Weekdays Spots/Week Rate Week: 07/30/12 08/05/12 M----\$150.00 0.00 KSNV 07/31/12 07/31/12 Wake Up Early w/ Wagn@M 430a-5a -T----:30 \$150.002 0.00 NM \$150.00 Wake Up Early Wagners WAKE UP EARLY W/THE WAGNERS Start Date End Date Weekdays Spots/Week Rate Rating -T----Week: 07/30/12 08/05/12 \$150.00 0.00 E 4 KSNV 08/01/12 08/01/12 Wake Up Early w/ Wagn@M 430a-5a ---W----:30 \$150,002 0.00 NM 1 \$150.00 1 Wake Up Early Wagners WAKE UP EARLY W/THE WAGNERS End Date Weekdays Start Date Spots/Week Rate Rating Week: 07/30/12 08/05/12 \$150.00 0.00 KSNV 08/02/12 08/02/12 Wake Up Early w/ Wagn@M 430a-5a :30 \$150.002 0.00 NM \$150.00 Wake Up Early Wagners WAKE UP EARLY W/THE WAGNERS End Date Weekdays Start Date Spots/Week Rate Rating Week: 07/30/12 08/05/12 ---T---\$150.00 0.00 KSNV 07/30/12 07/30/12 M-F 5-6a WakeUp w/WaQM 5-6a M----:30 \$400.001 0.00 NM 1 \$400.00 M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS Start Date **End Date** <u>Weekdays</u> Spots/Week <u>Rate</u> Rating M----Week: 07/30/12 08/05/12 \$400.00 0.00 KSNV 07/31/12 07/31/12 M-F 5-6a WakeUp w/WaQM 5-6a :30 \$400.001 -T----0.00 NM 1 \$400.00 M-F-5-6a-WakeUp-w/Wagners WAKE UP WITH THE WAGNERS Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 07/30/12 08/05/12 -T----\$400.00 0.00 E10 KSNV 08/01/12 08/01/12 M-F 5-6a WakeUp w/WaQM 5-6a :30 \$400.001 --W---0.00 NM \$400.00 M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS Rating Start Date End Date Weekdays Spots/Week Rate --W----Week: 07/30/12 08/05/12 \$400.00 0.00 M-F 5-6a WakeUp w/WaQM E 11 KSNV 08/02/12 08/02/12 5-6a ---T---:30 2 \$400.001 0.00 NM 2 \$800.00 M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS Start Date End Date Weekdays Spots/Week Rating Rate Week: 07/30/12 08/05/12 ---T---\$400.00 0.00 E 12 KSNV 08/03/12 08/03/12 M-F 5-6a WakeUp w/WaQM ----F--:30 \$400.001 2 0.00 NM \$800.00 M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS Start Date **End Date** Spots/Week <u>Rate</u> Rating <u>Weekdays</u> Week: 07/30/12 08/05/12 -- E--\$400.00 0.00 E13 KSNV 07/30/12 07/30/12 M-F Wheel CM 7-730pm M----:30 \$1,000.001 0.00 NM \$1,000.00 M-F Wheel of Fortune WHEEL OF FORTUNE Start Date End Date Weekdays Spots/Week Rating Rate Week: 07/30/12 08/05/12 0.00 1 \$1,000.00 E14 KSNV 07/31/12 07/31/12 M-F Wheel CM 7-730pm -T----:30 1 \$1,000.001 MM 00.0 \$1,000.00 M-F Wheel of Fortune WHEEL OF FORTUNE Start Date **End Date** Spots/Week Rating Weekdays Rate Week: 07/30/12 08/05/12 -T----1 \$1,000,00 0.00 E 15 KSNV 08/01/12 08/01/12 M-F Wheel CM 7-730pm :30 1 \$1,000.001 0.00 NM --W---\$1,000.00 M-F Wheel of Fortune WHEEL OF FORTUNE Spots/Week Rating Start Date **End Date** Weekdays Rate Week: 07/30/12 08/05/12 --W---\$1,000.00 0.00 E 16 KSNV 08/02/12 08/02/12 CM 7-730pm ---T---:30 2 \$1,000.001 0.00 NM \$2,000.00

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KSNV

Order / Rev:

104084

Advertiser:

Crossroads GPS

Alt Order #:

06831655

1655 Pro

Product Desc: Cross

Crossroads GPS

Filight Dates:

07/30/12 - 08/06/12

Estimate:

732

Inventory Code Ln Ch Start End Break Start/End Time Davs Len Spots Rate Pri Rtg Type Spots Amount W-F Wheel M-F Wheel of Fortune WHEEL OF FORTUNE Spots/Week Start Date Rating End Date Weekdays Rate Week: 07/30/12 08/05/12 ---T---\$1,000.00 0.00 2 \$2,000.00 E 17 KSNV 08/03/12 08/03/12 M-F Wheel ----F--:30 2 \$1,000,001 0.00 NM CM 7-730pm M-F Wheel of Fortune WHEEL OF FORTUNE Start Date End Date Weekdays Spots/Week Rate Rating Week: 07/30/12 08/05/12 ---F--\$1,000.00 0.00 E 19 KSNV 07/30/12 07/30/12 \$700.001 0.00 NM \$700.00 NEWS 3 at 4 (1 HOUR)CM 4-5pm М-____ :30 1 (4:30 PM-5:00 PM) 4PM NEWS (1 hour) NEWS 4 AT 430P End Date Spots/Week Rating Weekdays Start Date Rate 08/05/12 0.00 \$700.00 Week: 07/30/12 :30 \$700.001 0.00 NM \$700.00 E 21 KSNV 08/01/12 08/01/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm --W----4PM NEWS (1 hour) (4:30 PM-5:00 PM) NEWS 4 AT 430P Start Date End Date Weekdays Spots/Week Rate Rating 08/05/12 \$700.00 0.00 Week: 07/30/12 :30 \$700,001 0.00 NM \$700.00 E 22 KSNV 08/02/12 08/02/12 NEWS 3 at 4 (1 HOUR)CM 1 4-5pm 4PM NEWS (1 hour) (4:30 PM-5:00 PM) **NEWS 4 AT 430P** Rating Start Date End Date Weekdays Spots/Week Rate 08/05/12 ---T---\$700.00 0.00 Week: 07/30/12 E 23 KSNV 08/03/12 08/03/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm :30 \$700.001 0.00 NM \$1,400.00 4PM-NEWS-(1-hour)... (4:30-PM-5:00 PM)-**NEWS 4 AT 430P End Date** Rate Rating Start Date Weekdays Spots/Week 08/05/12 \$700.00 Week: 07/30/12 ----F--0.00 E 25 KSNV 07/30/12 07/30/12 M-F 6-7a WakeUp w/WagM :30 \$700,001 0.00 NM \$700.00 6-7a M----M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS Rating Start Date End Date Weekdays Spots/Week Rate Week: 07/30/12 08/05/12 M-----\$700.00 0.00E 26 KSNV 07/31/12 07/31/12 M-F 6-7a WakeUp w/WaQM 6-7a :30 \$700.001 0.00 NM \$700.00 M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS Spots/Week Start Date Rate Rating End Date <u>Weekdays</u> 08/05/12 -T----\$700.00 0.00 Week: 07/30/12 E 27 KSNV 08/01/12 08/01/12 M-F 6-7a WakeUp w/WaQM --W----:30 \$700.001 0.00 NM \$700.00 M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS Spots/Week Rating Start Date End Date Weekdays Rate Week: 07/30/12 08/05/12 --W----\$700.00 0.00 6-7a \$700,001 0.00 NM E 28 KSNV 08/02/12 08/02/12 M-F 6-7a WakeUp w/WagM ---T---:30 2 \$1,400.00 M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS Rating Weekdays Start Date End Date Spots/Week <u>Rate</u> Week: 07/30/12 08/05/12 ---T----\$700.00 0.00 ----F--:30 \$700.001 0.00 NM \$1,400.00 E 29 KSNV 08/03/12 08/03/12 M-F 6-7a WakeUp w/Wa@M 2 M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS Start Date End Date Weekdays Spots/Week Rate Rating 08/05/12 -----\$700.00 0.00 Week: 07/30/12 CM 658a-9am :30 1 \$1,400.001 0.00 NM \$1,400,00 E 31 KSNV 07/30/12 07/30/12 Today Show M-----**Today Show TODAY SHOW** Spots/Week Rating End Date Rate Start Date Weekdays 08/05/12 Week: 07/30/12 \$1,400.00 0.00 1 0.00 NM E32 KSNV 07/31/12 07/31/12 CM 658a-9am -T----:30 1 \$1,400.001 \$1,400.00

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KSNV

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Order / Rev:

104084

Advertiser:

Crossroads GPS

Alt Order #:

06831655

Product Desc:

Crossroads GPS

Flight Dates:

07/30/12 - 08/06/12

Estimate:

732

Ln Ch	Start	End	Inventory Code	Break	Start/End	Гime Days	Len Sp	ots Rate Pri	Rtg Type Sp	oots	Amount
			Today Show		•						
TODAY	SHOW		Today Show								
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 07/		08/05/12	-T		\$1,400.00	0.00					
E 33 KSNV		2 08/01/12	Today Show Today Show	СМ	658a-9am	W	:30	1 \$1,400.001	0.00 NM	1	\$1,400.00
TODAY <u>Sta</u> Week: 07/	rt Date	End Date 08/05/12	Weekdays	Spots/Week	<u>Rate</u> \$1,400.00	Rating 0.00					
			Today Show	CM	658a-9am	T	:30	2 \$1,400.001	0.00 NM	2	\$2,800.00
TODAY			Today Show					, ,			
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>					
Week: 07/		08/05/12	T		\$1,400.00	0.00					
		12 08/03/12	Today Show Today Show	СМ	658a-9am	ян ич Ба –	:30	2 \$1,400.001	0.00 NIM	2	\$2,800.00
YADOT et?	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 07/		08/05/12	F		\$1,400.00	0.00					
E 37 KSNV	07/30/1	12 07/30/12	NEWS 3 at 4 (1 I	HOUR)CM	4-5pm	M	:30	1 \$700.001	0.00 NM	1	\$700.00
CIDOTI	JEWO 0	AT FOUR	4PM NEWS (1 ho	our)	(4:00 PM-4:	30 PM)					
	งEvvS ง .rt Date	AT FOUR End Date	Weekdays	Spots/Week	Rate	Rating			i		
Week: 07/		08/05/12	M	1	\$700.00	0.00					
E38 KSNV	07/31/1	12 07/31/12	NEWS 3 at 4 (1 I 4PM-NEWS-(4-ho		4-5pm -(4:00-PM-4:	-T 30-PM)	:30	1 \$700.001	0.00 NM	1	\$700.0
FIRST	NEWS 3	AT FOUR		,	,	,			1		
	rt Date	End Date	<u>Weekdays</u> -T	Spots/Week		Rating					
Week: 07/ E 39 KSNV		08/05/12	NEWS 3 at 4 (1)	HOURICM I	\$700.00 4-5pm	0.00 W	:30	1 \$700.001	0.00 NM	1	\$700.0
L JS RONV	00/01/	12 00/01/12	4PM NEWS (1 h	•	(4:00 PM-4:	==	.00	Ψ, σσ, σσ τ	0.00 /4	·	ψ, σσ,σ
FIRST	NEWS 3	AT FOUR			•						
<u>Sta</u> Week: 07/	rt Date	<u>End Date</u> 08/05/12	<u>Weekdays</u> ⊮	Spots/Week	Rate \$700.00	<u>Rating</u> 0.00					
E 40 KSNV		•	NEWS 3 at 4 (1	,	4-5pm	T	:30	2 \$700.001	0.00 NM	2	\$1,400.0
FIRST	NEWS 3	AT FOUR	4PM NEWS (1 h	our)	(4:00 PM-4:	30 PM)					
		End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 07		08/05/12	T	2		0.00					
E41 KSNV	08/03/	12 08/03/12	NEWS 3 at 4 (1		4-5pm	F	:30	2 \$700.001	0.00 NM	2	\$1,400.0
FIDST	MEIMS 3	AT FOUR	4PM NEWS (1 h	our)	(4:00 PM-4:	30 PM)					
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating			i		
Week: 07		08/05/12	F	2		0.00	.,				
		12 07/30/12	M-F Early News M-F Early News	СМ	5-630p	М	:30	1 \$1,000.001	0.00 NM	1	\$1,000.0
	NEWS	mad D-4	166	Chata BAI = -1:	Data.	Dotino			j		
Sta Week: 07	art Date /30/12	End Date 08/05/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$1,000.00	<u>Rating</u> 0.00					
			M-F Early News M-F Early News	СМ	5-630p	-T	:30	1 \$1,000.001	0.00 NM	1	\$1,000.0
EARLY	NEWS										
	art Date	End Date 08/05/12	<u>Weekdays</u> -T	Spots/Week	Rate \$1,000.00	Rating 0.00					
Week: 07 E 45 KSNV			M-F Early News	CM	5-630p	W	:30	1 \$1,000.001	0.00 NM	1	\$1,000.0
FARIV	' NEWS		M-F Early News								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating			1		
Week: 07		08/05/12	w		\$1,000.00	0.00					
E 46 KSNV	08/02/	12 08/02/12		CM	5-630p	T	:30	2 \$1,000.001	0.00 NM	2	\$2,000.0

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Order / Rev:

104084

Advertiser:

Crossroads GPS

Alt Order #:

06831655

Product Desc:

Crossroads GPS

Flight Dates:

07/30/12 - 08/06/12

Estimate:

732

Ln Ch Start End Inventory Code Break Start/End Time Davs Len Spots Rate Pri Rtg Type Spots Amount W-F Early News M-F Early News **EARLY NEWS** Spots/Week Rating Start Date Rate End Date Weekdays 08/05/12 ---T---\$1,000.00 0.00 Week: 07/30/12 2 \$1,000.001 ---F--:30 0.00 NM 2 \$2,000.00 CM E 47 KSNV 08/03/12 08/03/12 M-F Early News 5-630p M-F Early News **EARLY NEWS** Start Date End Date Weekdays Spots/Week Rate Rating \$1,000.00 Week: 07/30/12 08/05/12 ----F--0.00 :30 1 \$1,000,001 0.00 NM \$1,000.00 M-F Jeopardy CM 630-7pm M-----E 51 KSNV 07/30/12 07/30/12 M-F Jeopardy JEOPARDY Spots/Week Rating Rate Start Date End Date <u>Weekdays</u> 08/05/12 M----\$1,000.00 0.00 Week: 07/30/12 :30 \$1,000.001 0.00 NM \$1.000.00 E 52 KSNV 07/31/12 07/31/12 M-F Jeopardy CM 630-7pm M-F Jeopardy **JEOPARDY** End Date Spots/Week Rate Rating Start Date Weekdays \$1,000.00 0.00 Week: 07/30/12 08/05/12 0.00 NM M-F Jeopardy --W----:30 1 \$1.000.001 \$1,000.00 630-7pm E 53 KSNV 08/01/12 08/01/12 ÇM M-F Jeopardy **JEOPARDY** Spots/Week Rating Start Date **End Date** <u>Weekdays</u> Rate 0.00 1 \$1,000.00 Week: 07/30/12 08/05/12 --W---2 \$1,000.001 E 54 KSNV 08/02/12 08/02/12 :30 0.00 NM 2 \$2,000.00 M-F Jeopardy CM 630-7pm ---T---M-F-Jeopardy **JEOPARDY** Rating Spots/Week Rate Start Date End Date Weekdays Week: 07/30/12 08/05/12 ---T---2 \$1,000.00 0.00 :30 1 \$1,000.001 0.00 NM \$1,000.00 M-F Jeopardy ----F--E 55 KSNV 08/03/12 08/03/12 CM 630-7pm M-F Jeopardy **JEOPARDY** Spots/Week Rating Start Date **End Date Weekdays** Rate 0.00 Week: 07/30/12 08/05/12 ----F---\$1,000.00 0.00 NM \$4,500.00 E 57 KSNV 07/30/12 08/03/12 News 3 Olympic Zone CM 7:30-8:00PM MTWTF--:30 \$750.001 6 News 3 Olympic Zone OLYMPIC ZONE Rating Spots/Week Rate Start Date End Date Weekdays 08/05/12 MTWTF-\$750.00 0.00 Week: 07/30/12 0.00 NM \$6,000.00 6 \$1,000.007 6 E 58 KSNV 07/30/12 08/02/12 Olympics Late News 3 CM 11pm-12:35am MTWT~~~ :30 Late News during Olympics **NEWS** End Date Spots/Week Rating Start Date Weekdays <u>Rate</u> Week: 07/30/12 08/05/12 MTWT---6 \$1,000.00 0.00 Olympics Daytime Week@M 0.00 NM \$14,400.00 E 61 KSNV 07/30/12 08/03/12 9am-4pm MTWTF--:30 12 \$1,200,001 Olympics Daytime Weekdays OLY DAY Spots/Week Rating Rate Start Date **End Date** Weekdays MTWTF--\$1,200.00 0.00 12 Week: 07/30/12 08/05/12 0.00 NM \$12,000.00 :30 2 \$6,000.001 E62 KSNV 07/30/12 08/05/12 Olympics Primetime 730pm-12am MTWT---Olympics Primetime OLY DAY Start Date **End Date** Weekdays Spots/Week Rate Rating MTWT--\$6,000.00 0.00 Week: 07/30/12 08/05/12 Olympics Prime REPEACM \$225,003 0,00 NM \$225.00 ---T---:30 N 66 KSNV 08/02/12 08/02/12 1135pm - 5am Olympics Prime REPEAT Rating Start Date **End Date** Weekdays Spots/Week Rate ---T---\$225.00 0.00 Week: 07/30/12 08/05/12 :30 1 \$1,200.001 0.00 NM \$1,200.00 Olympics Daytime Week@M N149 KSNV 08/03/12 08/03/12 9am-4pm Olympics Daytime Weekdays

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Totals

\$84,975.00

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Crossroads GPS Advertiser: 104084 Order / Rev: Crossroads GPS KSNV Product Desc: 06831655 Alt Order #: 07/30/12 - 08/06/12 Estimate: 732 Flight Dates: Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Inventory Code End Ln Ch Start OLY DAY Weekdays Rating 0.00 Spots/Week Rate End Date Start Date 1 \$1,200.00 Week: 07/30/12 08/05/12